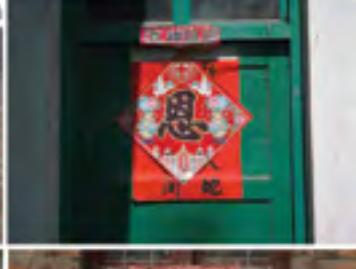


THiNK

MAGAZINE

COLLEGE OF LIBERAL ARTS | *Spring 2012*







This photographic collage was created by Shanghai artist Yuanming Cao, who traveled to hundreds of Central China villages to photograph the development of Christian churches in rural areas where such religious structures were not allowed just a few decades ago. The images were displayed at Purdue in 2010 as part of "Strangers No More: Village Churches on the Good Earth of the Sacred Land." See page 10 for more on religion and Confucianism in China.



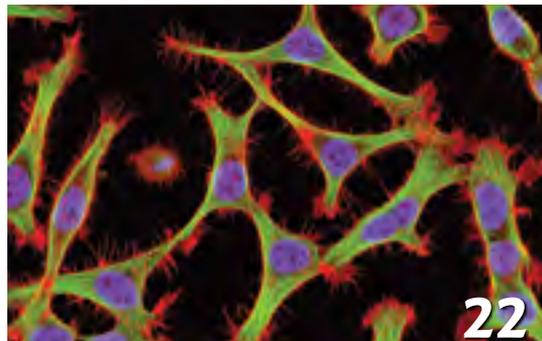
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ON THE COVER. Shanghai artist Yuanming Cao artistically captured the revival and introduction of churches in rural China. His work was displayed at Purdue in the 2010 exhibit "Strangers No More: Village Churches on the Good Earth of the Sacred Land." See page 10 for "A Different Look," which explores religion and Confucianism in China. *Photo by Yuanming Cao.*

THiNK

M A G A Z I N E

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| C O N S I D E R T H I S |



Dear Friends,

More than ever, the liberal arts matter. Whether it's a political scientist looking at why social movements fail or succeed, a historian seeing the links between Civil War battles and ones being fought now, or an artist exploring aesthetic expressions of cancer, research in the liberal arts can and does affect the world.

Because research is so important to our future, we have made concerted efforts to give our undergraduate students the opportunity to participate in research with faculty members. For many years, our undergraduates have worked with professors in libraries, in labs, and in the field, but we have recently been able to increase this important activity with a will bequest from Margo Katherine Wilke (BA '56). Just this year, we have created an internship program that is designed to nurture a lifelong interest in learning and an appreciation of the humanities and other liberal arts disciplines that were important to Margo Katherine Wilke Melichar (read more about her and her gift on page 21). Undergraduate students gain an awareness of advanced research and faculty members have the chance to work with our most gifted students. This is just one example of how your generous support continues to enable us to make the Purdue experience even better.

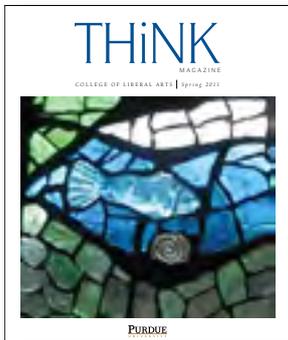
I hope the articles in this issue do what we do best in Liberal Arts: provoke discussion, enhance knowledge, perhaps even make you revise an opinion; but most of all, I hope they will make you *THiNK*.

Sincerely,

A handwritten signature in black ink, appearing to read "Irwin Weiser".

IRWIN WEISER

Justin S. Morrill Dean



TELL US WHAT YOU *THiNK!*

Did an article in this issue move you, make you think, or raise a question?

We're interested in your thoughts, comments, or suggestions. Email us at thinkcla@purdue.edu or write to *THiNK Magazine*, College of Liberal

Arts, 100 N. University St., West Lafayette, IN 47907-2098. Letters may be edited for length or clarity, and we regret that we may not be able to print all letters.

Graduate students Marc Dziak (at left) and Daniel Nedelescu access the resources available at Purdue's Online Writing Lab, <http://owl.english.purdue.edu>.

Photo by Andrew Hancock.

In regard to Linda Bergmann's refreshing comments of a new English in cyberworld, in your 2011 spring issue:

Without doubt, cyberchat in texting is creating a new "sublanguage" that is just one more step in the evolvement of English into ... what?

Our linguistic abilities must adapt to the increasing number of English words — now nearly 2 million. Our language needs more brevity, and we now have the technology that both requires it and helps us to create it. We need brief words, brief sentences, and brief texts to stay apace of this "new world" and to prepare for demands 10, 20, 50 years down the road.

Rather than being destructive, the new environment is productive, and English grows in the evolution. Professor Bergmann wisely recognizes texting as a creative endeavor.

Cyberchat will not obliterate the genius of man; rather it will help that genius continue to explore new roads with English as its guide. The language will become more abbreviated, more concise. The move to tighten English

communications is essential in this new world.

So what's wrong with saying TU (thank you) in cyberchat, or AARO (as a result of)? We find p.o.b. (post office box) in Webster's 1934 unabridged dictionary; we also find a.l.s. (autograph letter signed) and I.O.U. (\$), but not UFO. Brevity arrives in response to a need. Young people now texting may be laying the groundwork for a new sublanguage of English to better accommodate the new world that we can now only imagine.

Let us hope that the Pew Research Center, the Nation's Report Card on Writing, and similar organizations dismiss cyberchat as a reason for young people's inabilities in English. Criticism of cyberchat is misdirected because texting will not damage careers. To the contrary, it may benefit them, and most likely it will.

JAMES KEATING

BA 1962, English and Creative Writing
Lafayette, Indiana





As a proud CLA alumna, I am always eager to read *THiNK* and find out about the influential changes CLA students and faculty are making on a global scale. It is also exciting to read about professors that I have known personally and see what new projects they are working on.

After reading about the Indigenous and Endangered Languages Lab (IELLab) in the Spring 2011 issue, I realize how important it is (especially as a bilingual person) to study the influence English has on other languages, as I have certainly noticed the influence in my own native language.

I have travelled to many places, seen many different schools, and talked to people from various backgrounds. They are always impressed by my knowledge in cultural diversity, which I always attribute to Purdue. Nowhere else have I seen a university that is as committed to cultural diversity, embraces differences, and sees every subject matter as important. It continues to amaze me.

MELISSA KUMARI OCHOA

BA 2009, Public Relations & Rhetorical Advocacy
 BA 2009, Psychology
 Boston, Massachusetts

It is so nice to see Brian (Lamb) honored at Purdue. I guess we should have all known he would go on to bigger and better things and indeed he has. He was our class president and also a frequent visitor at the Chi Omega house back in college days, and that is how I will most remember him.

MIMI ROTUNNO FERRAR

BA 1963, Languages
 Carmel, Indiana

Editor's note: Purdue announced last spring that its communication program would be renamed the Brian Lamb School of Communication. To celebrate the naming, Lamb was on campus in September 2011 to interview Indiana Gov. Mitch Daniels for the C-SPAN program Q&A. Daniels talked about his new book, *Keeping the Republic: Saving America by Trusting Americans*; state and national politics; and his decision not to run for president in the 2012 election. Daniels also fielded questions from Purdue students. A story and photo gallery related to the event are featured in *THiNK* e-Magazine, www.cla.purdue.edu/think/pages/2011/inside_access.html



THiNK ABOUT IT ... YEAR-ROUND!

We encourage you to *THiNK* throughout the year online. Don't miss an issue. Sign up for e-updates, and catch up on past articles.

Visit the site to read about an archaeologist's (H. Kory Cooper, shown above) copper work in the subarctic region of Alaska, students who contributed to the design and construction of Purdue's popular solar home entry in the national Solar Decathlon competition, and an art and communication project at a local food bank. You'll also find an intriguing video and photo gallery documenting student collaboration on a 15-foot-high sculpture and interactive maze made from tree saplings. Photo by Mark Simons.



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Moving with the Beat

Following the 9/11 attacks, many Muslims in America hung patriotic signs or flags on their homes and businesses to show their support for the United States. It was a move, in part, to ensure personal safety, as some Americans were having difficulty distinguishing between terrorism and Islam.

For the past 10 years, the children in these Muslim families have lived with people taking an interest — because of curiosity or scrutiny — in their religion and lifestyle. Today, these young adults represent a new generation of what it means to be Muslim in the United States.

“Because of the discourse from the war on terror, there is often a perception of Us versus Them,” says Su’ad Abdul Khabeer, assistant professor of anthropology and African American studies.

Abdul Khabeer was working abroad most of the year following 9/11, but when she returned, she found the rhetoric about Muslims jarring. This observation inspired her to study young Muslims in America to get beyond the rhetoric. She doesn’t focus on 9/11 per se, but is interested in how U.S. Muslims, themselves, define what it means to be Muslim and American. She found that a number of young American Muslims were defining their identities through hip-hop and

were inspired by some of the popular artists, such as Lupe Fiasco (shown above) and Mos Def, who are Muslim.

“Hip-hop is important to young Muslims, because it helps them understand being Muslim,” she says. “I examine a concept I call Muslim Cool. It’s a way of thinking about and being an American Muslim, by challenging two norms — one is what people call the white American mainstream and the other is the ethnoreligious norms or the dominant customs of Arab and South Asian American Muslim communities. Some say to be Muslim you have to be a certain way, but as hip-hop shows, there is more than one way to be a believer.”

Abdul Khabeer’s work in Muslim Cool also focuses on head scarves worn by women practicing Islam.

“Style matters and the stylistic choices have meaning because even how a woman wears a head scarf is a statement,” she says. “For example, a scarf wrapped in a bun resonates more with African Americans and hip-hop culture.”

Abdul Khabeer isn’t the only one who recognizes the power of fashion and music to shape cultures and identities. In the future, she plans to study the collaboration between the U.S. Department of State and the hip-hop cultural envoys it is sending to Muslim-majority countries.

By Amy Patterson Neubert. Photo by Cori Smyrnis, *Purdue Exponent*.



Doughnut Diary

Memoirs are undoubtedly popular, with hundreds of them making their way to bookstores in the past year. Readers clearly relish them; perhaps because they enjoy gaining insights into other people's lives. Three professors in the College of Liberal Arts have written works that contribute to this literary genre.

Poet and English professor Marianne Boruch turned to memoir in *The Glimpse Traveler*, in which she recounts her nine-day hitchhiking journey to California in 1971. Bich Minh Nguyen, associate professor of English and director of Asian American Studies, penned *Stealing Buddha's Dinner*, a critically acclaimed 2007 work that recalls her attempt to adopt an American identity as a Vietnamese girl growing up in Grand Rapids, Michigan. For Glenn Sparks, professor and associate head of the Brian Lamb School of Communication, the story of family takes place in a doughnut shop.

Sparks' *Rolling in the Dough: Lessons I Learned in a Doughnut Shop* is a memoir of his family's business in the sweet trade. A collection of funny, sometimes somber, stories, it takes the form of how-to advice for business owners. From the energy required to stay open 24 hours a day to the shenanigans Sparks and his three brothers pulled on doughnut duty, the author gives a behind-the-scenes look at what happens behind the counter. When his father quit a job in aeronautical engineering to start the doughnut business, he wanted to spend more time with his family. Sparks, who started working in the shop when he was 12, says it didn't turn out to be the quality time his father envisioned.

Sparks, who has handled an estimated 8.5 million doughnuts in his lifetime, often told tales of his doughnut days and was encouraged by departmental colleagues to write the memories he shared with them. The result is a book that he worked on for more than 13 years. Although somewhat liberating from the demands of scholarly work, Sparks drew on different reserves. "With the focus on storytelling, it's a different kind of writing. I enjoyed it, but it was also very challenging."

Sparks doesn't name the franchise or the city of its location. "The purpose wasn't to tell tales out of school," he says. "I want people to have the sense that this could happen anywhere."

By William Meiners. Photo of Sparks at O'Rear's Pastry Shop by Andrew Hancock.

The Body Politic

Millions of TV viewers spend their Monday nights watching a police officer and elementary school teacher fall in love. The charming storyline sounds sweet, but things quickly turned sour when a blogger on *Marie Claire's* magazine website expressed disgust at the love story because the *Mike & Molly* main characters are plus-sized.

The backlash was strong. Immediately, 28,000 emails were sent to the magazine, and the column and its fervent uproar were reported on morning talk shows and news programs. The show kicked off the second season with its leading lady, Melissa McCarthy, winning an Emmy for best actress.

"Disgust about body size and shape is similar to other forms of bigotry, and we need to find ways to talk about that," says Patricia Boling, associate professor of political science, who is working with graduate students to teach and research topics related to fat studies, a topical academic field. Fat studies is generating debate and interest in academia raising controversy even in women's studies, the interdisciplinary program where instructors and students are most likely to

teach and study "fat feminism" or the politics of obesity.

Boling has written about teaching fat feminism and often explores issues related to fatness in her classes. She is interested in body politics, especially the ways in which body shape and size are made normative in this society. People are often defined by how they look and find themselves privileged or belittled depending on their size. If someone is fat, others are likely to assume that they make poor choices about food or are too lazy to exercise, she says.

"It makes fat people into the problem when diet and social norms are the real problem. People idealize skinny bodies, but we also are encouraged to consume tasty, high-calorie foods," says Boling, who is teaching a class this spring about the ethics of food and obesity. "We need an honest discussion in this country about how we feed ourselves and how we treat people."

By Amy Patterson Neubert. Photo by Mark Simons.





Connecting with the Past

Various memorials and tributes will continue through 2015 to mark the 150th anniversary of the Civil War, which was fought from 1861 to 1865. For historians and students of history alike, the sesquicentennial is a good opportunity to look more closely at those dark days of a nation divided.

Over consecutive spring breaks (2011 and 2012), Caroline Janney, associate professor of history, has taken 30 students to the site of the Battle of Shiloh. By walking the southern Tennessee battlefield, students gain a better understanding of the war, and often experience a more personal connection to it.

Janney's own connection to the Civil War is indeed personal. She grew up in the Shenandoah Valley, surrounded by battlefields. Alongside her grandfather, a U.S. Marine who fought at Iwo Jima and Saipan in World War II, she visited the hallowed fields of Gettysburg and Antietam. As a historian, she's spent much of her professional career examining how the war is memorialized and remembered.

"Two of the bloodiest days of the Civil War were fought at Shiloh," Janney says. "The Confederates witnessed 10,700 casualties and the Federals had 12,500, a number that

included those killed, captured, or wounded."

From a historical and tactical standpoint, Shiloh (named for the Methodist church there that was dismantled to make coffins for fallen soldiers) was one of the first major battles in the western theater. What looked to be a Confederate victory on day one reversed when 20,000 Federal reinforcements arrived on day two, Janney says. It also marked the beginnings of the Anaconda Plan, which sought to strangle the South by cutting off ports and advancing troops along the Mississippi River.

Students exploring battlefield topography can visualize battle-day decisions. And the scenic reality often hits home. "Some become quite emotional," Janney says. "I had a couple of students who were in ROTC or the reserves. Civil War soldiers were roughly the same age as our students, about 21 years old. So they often make a visceral connection."

Janney has also witnessed a heightened student interest in the Civil War after the field trip. "There's something about being on the landscape and feeling that personal connection," she says. "These are sites of memory that give us a more intimate connection with the past."

By William Meiners. Photo of Ruggles Battery at Shiloh by Allen Gathman.





新视角
中国的宗教与儒学

A Different Look

RELIGION AND CONFUCIANISM IN CHINA

Few countries in the world have experienced more profound economic changes over the past 20 years than China. By allowing entrepreneurs to thrive and letting the market drive purchasing and production, China's economy has grown to become second only to that of the United States.

While its economy has boomed, this country of 1.3 billion people has also experienced a resurgence of religious faith.

A 2010 study conducted by the Tony Blair Faith Foundation found that there are more Muslims in China than in the whole of Europe, more practicing Protestants than in Great Britain, more practicing Catholics than in Italy, and an estimated 100 million or more who consider themselves Buddhists.

With this level of religious activity, it's not surprising that religion is playing a large role in Chinese economic reform and growth. Much has been written about the Cultural Revolution, when Mao Zedong sought to replace religion, social tradition, literature, and art with communist ideology. Historical artifacts were destroyed, and cultural and religious sites ransacked in an attempt to replace Confucianism, Daoism, and Buddhism with atheism and secular ideology.

A sea change occurred after Mao's death in 1976, when many of these actions were renounced. Three decades later, while the official government position still advocates atheism, those in leadership positions recognize the importance of faith as a source of values, not ideology, and a means to create a more harmonious society.

Two Chinese-born Purdue professors have conducted extensive research on the role of religion and philosophical values and are working to build bridges of understanding between the U.S. and China.

This colorful church door is from a photographic collage (see inside front cover) by Shanghai artist Yuanming Cao. The artist traveled to hundreds of Central China villages to photograph churches from 2004 to 2008.



Twelve years ago sociology professor Fenggang Yang became one of the first scholars to study religious trends, practices, and beliefs in China. Yang continues his studies by focusing on what role religion plays in Chinese business, as well as expanding his work to focus on a variety of religions. Photo by Andrew Hancock.

Clarifying Confucianism

As China has developed economically, there has been a move toward embracing Confucian values in contemporary life.

Wei Hong, professor of Chinese and director of the Confucius Institute at Purdue, says the traditional values of respect, modesty, and responsible consumption are being promoted by the Chinese central government as a way to create a harmonious society — harmony being one of the central values of Confucius.

“Confucianism, often thought of in the West as a religion, rather is a philosophy or set of values,” Hong explains. “The government has seen people move away from the core values of communal versus individual, social order, harmony, and respect as the economy grows.” Confucianism was a major target of criticism and annihilation by the Chinese Communists during the Cultural Revolution.

Confucianism was not promoted until the 21st century, when the legitimacy of the Communist Party was in serious crisis. Reconsidering these values today is seen as a way to move Chinese society forward.

According to Kang Xiaoguang, a prominent academic in mainland China and an advocate for the revival of Confucianism, the debate isn’t about whether or not to resurrect Confucianism but rather whether to integrate its principles into the education system, a political ideology, or a national religion. China established a \$10 billion fund to sponsor a worldwide network of schools that promote Chinese culture and language. The project, called the Chinese Bridge Program, is a first step to a wider global acceptance of Confucian philosophy.

Confucian scholars say adopting these principles is key to economic growth, both in China and the U.S. Because of

this trend, Purdue's Confucius Institute is assisting local and state elected officials and business leaders to learn how to relate Confucian tenets to increase trade opportunities and cultural exchanges.

"Indiana is rich in manufacturing, agriculture, and technology and continues to increase business ties with China," Hong says. "I have been speaking to the business community and mayors on why it is important to understand the history, value system, and society of China before working with its people. Business practices there are much influenced by Confucian values."

Confucianism is good for business

In February 2011, the Confucius Institute at Purdue hosted the Indiana Mayoral Roundtable on China, bringing together mayors from all parts of the state to participate in a workshop on ways to attract Chinese companies to Indiana. Guoqiang Yang, consul general of the Consulate of the People's Republic of China to Chicago, shared his insights on doing business in China.

Hong says that "Li, one of the five essential elements in Confucianism, contributes to China's economic modernization with its prescription of social order, hierarchy, and human relation, a system that, Confucius believes, needs to be maintained in order to reach a social harmony."

She says the rapid economic growth in China is a combination of a market-based economy guided by Confucian values, evidenced by economic developments in many Asian countries and regions that are culturally influenced by Confucianism.

Another example is the rapid growth of family businesses and their management styles, "heavily shaped by Confucian values that stress family order and prosperity," Hong says.

Fenggang Yang, professor of sociology and director of Purdue's Center on Religion and Chinese Society, has spent the last 12 years researching religion and spirituality in the world's most populous nation. Yang grew up in rural northern China in a country where religious expression was suppressed and restricted under the Communist regime.

Yang has also seen a revival in Confucian ethics and values in China's economy. The emphasis on working hard, acquiring education, respecting seniors, respecting order, and being frugal have influenced the marketplace, he says.

In a recent essay in *Asia Policy*, Yang points to growing popularity of religious Confucianism as evidenced in the restoration of Confucius temples and memorial rituals throughout the country, the widespread reading of Confucian classics among school children and adults, and the proliferation of guoxue or the Confucian Studies.



Wei Hong, (left) professor of Chinese and director of the Confucius Institute at Purdue, teaches Kaew Ngern the art of calligraphy during a class activity for the China Immersion Learning Community. Photo by Mark Simons.

IMMERSED IN CHINESE

Brandy Selleck, a first-year student from Logansport, Indiana, who knew little about China's culture or language, signed up for a fall semester program that took her beyond the classroom to learn side-by-side with other beginning students who had similar interests in China.

"I had minimal knowledge about China and Chinese traditions," says Selleck, who is a linguistics major. "But I really wanted to experience China firsthand. I hope to become fluent in Chinese as well as other languages. My participation in this learning community has really provided a jump start for me."

The China Immersion Learning Community is designed for students who share a common interest in the Chinese language, culture, society, and economy. Wei Hong, professor of Chinese and director of the Confucius Institute at Purdue, leads the program. This year the students not only took classes together, but also lived together in the same area of McCutcheon Hall. Even though the learning community officially ended after the fall semester, the students continue to reside in the same area, where they can interact and study second-semester Chinese together.

Besides their language skills, students learned about Chinese civilization and culture including history, art, geography, ancient philosophy, and contemporary Chinese society. Outside of the classroom, the students participated in weekly Chinese tea hours, attended the Chinese Moon Festival, viewed Chinese films, practiced hands-on calligraphy, and visited Chinese art exhibits and restaurants.

Learning communities not only help first-year students adjust to college but also boost their academic performance and increase the likelihood they will return the following year. Selleck says that being grounded in a small group helped her overcome anxiety about attending a large university.

"Coming to a new place the size of Purdue can be overwhelming, but having a small intimate group is a relief," she says.

By Della Pacheco



More students from China than any other country study in the United States, and the same is true at Purdue. Some of these students participate in the American Studies program to learn more about the United States. Photo of Tiananmen Square by Stuart Slimp.

ON THE FLIP SIDE: FOCUSING ON AMERICA

Students from China compose the largest demographic of international students studying in the United States, and they also represent one of the largest international groups interested in learning more about America through the American Studies field.

Bill Mullen, professor of American Studies and English, says Chinese students share a fascination with American political power because of America's historical position as a dominant country in the hierarchy of nations. "American and Chinese students are fascinated by the perception of China now rivaling America's power both politically and economically," he says. "This makes for very interesting discussions in the classroom."

The liveliest discussions often center on civil rights, race, and gender rights. "The U.S. has been through a number of civil rights struggles," Mullen explains. "Chinese students are interested in trying to understand the levels of discrimination that have operated in the U.S. historically. China doesn't have the same history of civil rights struggles and they don't have the same categories of race."

China sees itself as a country of one dominant ethnic group — the Han majority — and a number of other small ethnic minorities. Mullen says in the classroom Chinese students often try to compare U.S. race relations with ethnic relations in China.

"Those discussions create a lot of complexity, conflict, and sometimes misunderstanding, because the social makeup of the two countries is so different," Mullen says. "A bi-national

classroom provides opportunity for students to articulate their identities, values, and struggles in a way that can be transformative for everyone."

Many students who have taken these classes are African American, Latino and Asian American. They find it challenging to explain to a more homogeneous society how regional and ethnic differences work in America.

Since President Barack Obama's election in 2008, there has been a heightened interest in China in the history of race and civil rights in the U.S. The Chinese view President Obama as a product of that struggle and see him, in some ways, as a turning point in American history.

Chinese students often point to Tiananmen Square as a turning point in their own history, yet Mullen says many are unfamiliar with details about the event. To illustrate his point, he tells of being at a 2010 seminar held in China, when Professor Jin Hengshan, the director of American Studies at East China Normal University, one of Purdue's collaborative partners, showed a documentary about Tiananmen Square. Mullen says it was the first time that the young Chinese students had seen the famous image of the protester standing in front of a tank. The revelation was extraordinary for everyone present.

Because the students had not personally participated in anything like Tiananmen Square or the American civil rights movement, both professors hoped to show them how people fight for things like individual rights and democracy.

"It was a great teaching moment," Mullen says.

By Della Pacheco

A Different Look

CONTINUED FROM PAGE 13

Religion in China, a revival

The Chinese government officially recognizes five religions: Buddhism, Daoism, Islam, Catholicism, and Protestantism. While Yang is currently analyzing data he has collected about these religions and Confucianism, the bulk of his published research has centered on the resurgence of Christian religions. He sees the effects on economic reforms being influenced by this resurgence.

“The market transition has come along with social corruptions and moral crises,” he says. “Is there anything to counter material greed in the market economy?” Yang, the author of *Religion in China: Survival and Revival Under Communist Rule*, asserts that religion can be that counterbalance. He first studied its resurgence within Christian faiths, and is expanding deeper into other religions, such as Islam.

For example, in a study he conducted on Christian ethics and market transition, Yang found that Christian workers are favored by private-sector employers because they tend to be more disciplined and honest. Christian entrepreneurs also are seen as more trustworthy in their business dealings as they press the government for rule of law for the market order.

Emerging from this convergence of religious ethics and economic growth are “boss Christians,” Chinese entrepreneurs recognized by the Chinese media as principled, disciplined, ambitious, and global thinking.

Until the 1980s, there were four perceptions of Christians in China, Yang says: they were less educated or illiterate, predominantly women, old, and in rural areas. Suddenly now there are rich, powerful business people who are not powerful political leaders, but who wield enormous economic power.

In another study, Yang interviewed 300 Chinese entrepreneurs who are Christian, Buddhist, Taoist, Muslim, or Confucian. Although followers of these practices are still a minority in China, Yang says these religious entrepreneurs appear to be shaping the market economy.

Recently Yang has analyzed data on

Chinese Muslims as a religious minority in a non-Islamic society that has been undergoing rapid economic and social changes. In the emerging market economy of China, Yang has identified five distinguishable types of Chinese Muslim business people: socially detached, socially engaged, pragmatic, traditionalist, and secular. Understanding these different styles can provide valuable information about how Islam is compatible with modernity and with non-Islamic cultures, Yang says. Having lived as ethnic and religious minorities in China for more than a thousand years, Chinese Muslims not only have been able to adapt to Chinese culture in the past, but also have developed the ability to deal with the complexities of a fast-growing modern Chinese society.

Change in just a decade

What has been most surprising to Yang is the rapid change in public expressions of religion. When he began his research 12 years ago, few people in China were aware of religious practice in their own neighborhoods.

“No one seemed aware of the presence of Christian churches or Muslim mosques — places that might be just 500 meters away,” Yang says. “Finding them meant clandestine meetings with locals.

“I had to gain trust. They had to make phone calls to confirm who I said I was and then they might say, ‘Let’s meet at a McDonald’s restaurant.’ My contact would take me on a circuitous route, ending up at an apartment that was actually close by — all to confuse me.”

Only three to four years later, these same house churches became public with open congregations that anyone could visit.

“The spiritual awakening taking place today is worthwhile to watch because it will have long-term effects in China and the world,” Yang says.

By Della Pacheco

Shanghai, China, illuminated here by the Oriental Pearl Tower, is a hub of business and commerce for China as the country’s largest city.

Photo by Wei Hong.



Life Lessons on the High Seas

Sue McNab made a radical decision in 1985. It propelled her to the crest of new discoveries, put the wind in her sails, and forever changed her life.

McNab, an executive in human resources, homeowner, and community leader, opted to leave life as she knew it and sail around the world. Her sabbatical at sea lasted six years.

The trip, undertaken with two other women aboard a 38-foot boat, put them in the record book as the first all-female crew to circumnavigate the globe. The tight living quarters and the challenges they faced gave her a priceless education in human behavior that continues to feed her corporate work today as vice president and chief human resources officer for PEMCO Financial Services in Seattle.

At PEMCO, McNab, who earned a sociology degree from Purdue in 1971, continues to put her people skills to work. She oversees the company's call directors (live humans who answer company phones); manages corporate facilities, including a cafeteria; and directs community outreach and community funding. She also manages the Human Resource, Training, and Learning functions. McNab ensures that the PEMCO environment is true to its values and that each of its 1,500 employees is shown respect. Her responsibilities require agility and flexibility.

"In today's business environment you have to be agile and make decisions using all the factors and information available quickly," she says. "I learned that I could come up top (on the boat) at any moment and have to make a decision quickly, because my life, and the lives of my crewmates, depended on it."

Around the World in 2,190 Days

McNab grew up in Chicago. When she moved to Seattle in 1976 to take a job with Monsanto, her love of sailing took hold. There, she also reconnected with a childhood

Girl Scout friend and sailing enthusiast, Nancy Erley.

With encouragement from the Seattle sailing community, McNab purchased a boat. Every Wednesday, she put the call out around work: anyone who wanted to go for a sail need only show up at the dock. Some days she had two guests; some days as many as 10.

Then came the fateful day: Erley pointed out that no all-female crew had ever sailed around the world. McNab — self-described as adventurous, optimistic, and loyal — rallied to the challenge. The first task was to buy a boat they christened Tethys, the Titan goddess of the oceans. Next came finding other women to round the crew. They set sail with four women in 1991, but one crew member abandoned ship at the first port in Hawaii and a second fell in love in Australia. With an added New Zealander, the crew pressed on.

"I was a human resources vice president when the trip began," McNab recalls, "and Nancy said it was the best skill possible, because I was so used to drama. Here were three women living on 38 feet of fiberglass," McNab says of the trip. "We loved each other and our lives were in each other's hands. We had to have that commitment that we would be truthful and take care of each other."

This became the high-seas credo and McNab's corporate philosophy.

The epic journey took McNab and her mates around a world that she now describes as "really small at 5 miles an hour." The sailors carried a scrapbook with them full of photos of Seattle, family, and home. When language failed, they used the scrapbook to communicate and found that home and hearth are universal languages. So, too, were cookies, which the women baked aboard and shared with new friends in villages and anchorages where ovens did not exist.

"People are connected in a lot of different ways," McNab says.



Commitment and Passion

All told, McNab was on the water with the female crew from 1989 to 1994; the two following years were spent aboard a yacht attempting to transit the Northwest Passage. Like her former crewmate, who fell in love on the trip around the world, McNab met her match on the high seas. In 1996, she married Rob Anderson, an Australian customs official she met during her adventure. Upon McNab's return to Seattle, she worked at the ABC affiliate, KOMO TV; launched the Pokémon cards with Wizards of the Coast; and helped initiate the sale of Seattle's Best Coffee to Starbucks.

In her free time, McNab is active in the Northwest community. Her encounters with world citizens fostered a love of all things ethnic, which she translated into work as

president of Seattle's Ethnic Heritage Council. She also developed a Rotary program to educate community leadership about homelessness, is a board member of the Humanities Council of Washington State, and has remained in national leadership positions with the Girl Scouts. And, of course, she still sails.

In a keynote address recently on the importance of maintaining flexibility in the modern workplace, McNab discussed PEMCO's corporate mission, which she is charged with managing. She could well have been describing her own approaches to sailing and life: "Everyone's headed in the same direction. Everyone knows what it takes to win. And everyone is committed and passionate and bringing their whole self to the adventure of work."

By Linda Thomas Terhune. Photo at Hood Canal, Washington, courtesy of Sue McNab.



Ancient pottery sherds tell the story of Bronze Age trade and travel. Student Nick Davis (on opposite page) teamed with Ian Lindsay, assistant professor of anthropology, to study the artifacts' place in Armenian history. Photos by Mark Simons.

Beyond Book Smart

H A N D S - O N I N T E R N S H I P S

Liberal arts students Nick Davis and Sara Beasley pursued creative solutions to complex problems last fall in their work as undergraduate research interns through a program designed to advance learning and shed light on issues of global importance.

Davis, a junior studying history and anthropology, examined the mica content of pottery fragments from the Late Bronze Age (c. 1400 B.C.) in Armenia for Ian Lindsay, assistant professor of anthropology. Mica occurred in only one region, so its presence in pottery might lead to clues about travel and trade. For Davis, the internship was an invaluable hands-on experience that he hopes will help prepare him for a career exploring ancient civilizations.

Beasley looked at contemporary civilization in her work with Niambi Carter, assistant professor of political science and African American studies, on a book project examining African American perceptions and opinions on immigration. She transcribed interviews and helped the professor analyze them for recurring themes.

Davis and Beasley were participating in the college's Margo Katherine Wilke Undergraduate Research Internship program. Launched at the beginning of the school year, the program matches undergraduates with liberal arts faculty research projects. It is run in partnership with the University's Discovery Learning Research Center, which is committed to creating innovative learning environments and nurturing lifelong learning for students and citizens of a global community.







Sara Beasley (left) hopes to use her French and political science majors in a career dedicated to improving the lives of the disadvantaged. Her internship with Niambi Carter, assistant professor of political science and African American studies, introduced her to research methods and African American perspectives on society. Photo by Andrew Hancock.

Up Close and Personal

By teaming with Lindsay, Davis was able to take a close look at a portion of the professor's activity related to National Science Foundation-funded field research excavating fortress settlements. The work is part of Lindsay's research into the origins of complex political organization in the southern Caucasus region to the north of Mesopotamia.

In addition to examining the pottery sherds, Davis analyzed other archaeological cases where ancient or contemporary traditional potters used micaceous clays and looked at why potters used mica in their pieces.

"This sort of hands-on work is vital for giving undergraduates a feel for how archaeologists use excavated materials to answer questions about culture and social life in the ancient past," says Lindsay. "While much of what is fun about archaeology revolves around being out in the field,

it is often back home in the lab where important patterns in the data are revealed and where you get those 'Eureka!' moments of discovery by studying the artifacts, radiocarbon analysis, and more."

Beasley, a senior in French and political science who hopes to use her education to improve the lot of the disadvantaged, says that being a part of Carter's book project — "Mediated Truths and Racial Realities: African Americans, Immigration, and National Belonging" — has given her insight into the research process and taught her about African American perceptions of society and their place in it.

Carter says, "The Wilke program is an important element of undergraduate education, because it shows students what professors do as a large part of their work beyond the classroom. It also shows students how research gets done, which is not usually an easy or neat process."

An enriching experience

The new program, funded by a bequest from the Margo Katherine Wilke Endowment and the Office of the President, will offer student internships each academic semester. In addition to nurturing interest in the humanities, it seeks to stimulate awareness of advanced research and promote interest in graduate education. Participating students receive a \$500 scholarship in recognition of their selection.

Students also enroll in a one-credit seminar that offers a broad overview of research-related professional development topics as well as an introduction to liberal arts research and scholarship. Guest speakers engage students in seminars introducing them to the essentials of conducting research: professional relationships, laboratory training, grant writing, publications, confidentiality, and intellectual property rights. The course requires students to maintain a reflective journal and to submit an end-of-semester report, either a project paper or project poster.

Mohan Dutta, associate dean for research and graduate education, says the Wilke program gives students a rare opportunity to engage in liberal arts research and see how it is evolving to become more collaborative. The research opportunities are generated by faculty members. Other topics during fall semester included “Law, Moms, and the Workplace,” “Knowledge and Sustainable Development: A Community-based Oral History Project in Nnindye, Uganda,” “Designing Education: What Video Game Designers Can Teach Us About Pedagogy,” and “Without Play, There would be No Picasso.”

Davis, a Marine reservist who served in Iraq for a year, says the internship was a terrific experience that complements his classwork at Purdue.

“Of all the classes I’ve taken,” he says, “this is the most useful one. I get to put my hands on ancient pottery.”

By Linda Thomas Terhune

VALUABLE INSIGHTS LIVE ON

Margo Katherine Wilke Melichar was known for her quick wit, great sense of humor, spirited personality, and caring soul. These qualities were all fed by a love of the humanities and a lifelong interest in history.

An estate gift after her death in 2009 established the Margo Katherine Wilke Endowment at Purdue, which benefits students in the College of Liberal Arts. The Margo Katherine Wilke Undergraduate Research Internship Program is its first project.

The youngest child of an influential family of engineers, bankers, and industrialists, Wilke was born in 1934 and came to Purdue in 1953 from her home in Hammond, Indiana.

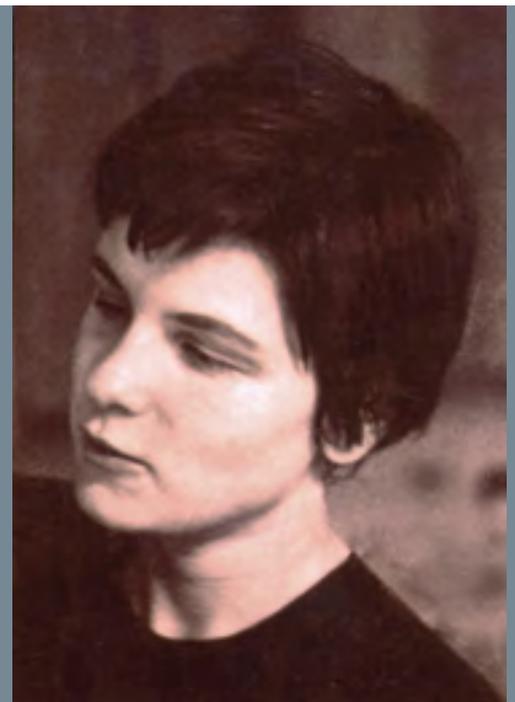
At Purdue, she studied a broad range of the social sciences and humanities, which she found intellectually stimulating. She graduated in 1956 with a Bachelor of Science degree in history, government, and philosophy.

She married her college sweetheart, Paul Melichar, who graduated in 1957 with a B.S. in American government and politics, and together they raised a son and a daughter.

Fascinated with travel, she worked for 23 years as a travel agent, specializing in the cruise and business sectors. In addition to her passion for golf, her flair for gourmet cooking, and her love for family and friends, she had an abiding interest in history, which she read avidly.

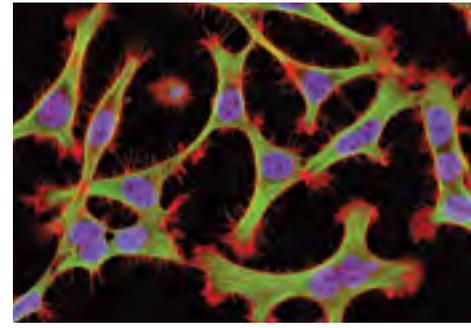
“Margo felt that she got a true education at Purdue: broad perspectives for understanding herself and the world, and valuable insights into how and why many present-day concepts have been shaped by ideas and events of centuries ago,” explains her husband. “It would have given her special pleasure to help inculcate in students a lifelong love of learning that extends beyond profession and technology — an interest in the humanities and social sciences in addition to technical subjects.”

By Linda Thomas Terhune



Margo Katherine Wilke Melichar, circa 1963.
Photo courtesy of Paul Melichar.





A Scientific Conscience

Cells taken from a young African American woman in 1951 helped scientists cure polio. Cells from the same woman contributed to scientific advances in cancer, gene mapping, and even the atom bomb. The mother of five didn't live to know her cells had such importance. She never knew, in fact, that they were being harvested.

The patient's story, told in Rebecca Skloot's *The Immortal Life of Henrietta Lacks*, goes beyond the science of the discoveries to tell a personal story of betrayal and misrepresentation based on economic, social, and educational disparities related to race. Today's medical advances are based on practices that people would now consider unethical: Henrietta Lacks did not know the cells taken from her could possibly be used to develop a multimillion-dollar medical industry. In an even crueler twist of fate, her descendants lived in poverty without access to affordable health care.

The book is being read and discussed by thousands of Purdue students this year in the University's Common Reading Program. Some professors also took the opportunity to use the book in classes. It was a perfect fit for Michele Buzon, associate professor of anthropology, who teaches "Human Variation," a class in which juniors and seniors study human cultural and biological variation. Racial issues are a strong component of the class, so the book was a rich source of discussion material.

"Eugenics and forced sterilization are just a couple of controversial topics that many students have not heard about before college. I hadn't either until I went to college, and I think it is very important that we learn and discuss some of the negative components of United States history," Buzon says. "Even though we've made a lot of advances, there are still some prejudices. In this class, whatever the topic may be, I hear so many students say, 'I never thought about it that way before.'"

Life Lessons Learned

Last summer, when incoming Purdue students visited campus to register for classes, each received a copy of *The Immortal Life of Henrietta Lacks*. They were expected to read the book before school started so that it could be discussed during orientation, when they were able to attend a forum where the author spoke about her experiences writing the book. The Common Reading

LEFT: Henrietta and David Lacks, circa 1945, had five children before the 31-year-old mother died from cancer. The research from cells related to her illness would change modern medicine. Photo courtesy of Lacks family.

ABOVE RIGHT: HeLa cells stained with fluorescent dye and photographed under a confocal microscope. These cells taken from Lacks' cervix before she died have contributed to important advances of medicine, such as the polio vaccine, chemotherapy, and gene mapping. Photo courtesy of Tom Deerinck.



A Scientific Conscience

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Program's goal is to provide incoming students with a common educational experience: the book that is selected is intended to provide a variety of discussion topics. In the case of *The Immortal Life of Henrietta Lacks*, the book offered students from across majors an introduction to the balance between science and ethics.

Buzon read the book when it was announced as the Common Reading selection, and then assigned it to her class, which is composed mostly of anthropology students. The story of Lacks and her family illustrates how pervasive racism was in the 1950s and the obstacles it provided to basic health care — from treatments to segregated wards, and from health care access to higher mortality rates. Some of the ethical parameters such as patient consent for tissue collection and research continue to be relevant today.

Atrocities Inspire Ethical Codes

Asking ethical questions specific to humans and health is nothing new, but the discipline of bioethics has taken shape since World War II. It emerged after the revelations of the experiments that Nazi doctors were conducting on Jews and other concentration camp prisoners without their consent. Details of the atrocities that emerged during the Nuremberg Trials were shaped into the Nuremberg Code, which was meant to provide ethical guidelines for medical research.

Now, with 21st century medical technology, the bioethics field is burgeoning, says Tina Rulli, an incoming Purdue philosophy professor specializing in ethics who is currently on a fellowship at the Department of Bioethics at the National Institutes of Health.

“Though bioethics is not at all in conflict with science, and it in fact leverages knowledge gained from science — such as knowledge of how societies function, how people make moral judgments — it is an area of investigation beyond the reach of scientific tools and observation,” Rulli says. “Scientists should care about ethics because they will face value questions in the design, conduct, and application of their work. Ethicists should care about science because we want our theories to be grounded in solid knowledge about human nature and the world.”

Michele Buzon (above left, shown with doctoral student Sarah Schrader), associate professor of anthropology, whose archaeological fieldwork takes place in North Africa, focuses on ethics in her courses, whether the topic is “Human Variation” in biological anthropology or the “Archaeology of Ancient Egypt.” She also practices what she teaches when working with the local communities at her dig sites in Sudan to ensure that her team properly handles or stores any discovered human remains or artifacts.

Photo by Mindy Pitre.



Médecins Sans Frontières, also known as Doctors Without Borders, provides medical assistance to more than 60 countries where people's survival is affected by violence, malnutrition, epidemics, or natural disasters. For example, the international organization provides assistance to people in Bolivia who are affected by or are at risk of the parasitic Chagas disease. Photo by Juan Carlos Tomas, Médecins Sans Frontières.

DUTY TO RESCUE

A man or a woman walks by a shallow pond and sees a child struggling to swim. Without hesitation, most adults would jump in to save the child. In fact, morally, they should do so.

This philosophical concept is called the "duty to rescue." In simple terms, it is the principle that people ought to help others in critical need when they can do so at no significant cost to themselves, explains incoming Purdue philosophy professor Tina Rulli.

But what is the person's response if the water is more treacherous? The application of the duty to rescue can also become more complex if the scenario changes to portray a starving child featured on a television nightly news segment: a person lounges in a recliner while footage of hungry children flashes on the television. Without hesitation, the adult will ... What is the ethical response now?

Rulli, who specializes in ethics and moral philosophy — the study of right and wrong — has applied the duty to rescue concept in her research on adoption. She argues that people have an obligation to adopt existing needy children rather than create new ones. Rulli is currently looking at the limits of the duty to rescue of medical doctors who work in developing countries through programs such as Doctors Without Borders. She is undertaking this research while on a two-year

postdoctoral fellowship at the Bioethics Department at the National Institutes of Health and will begin her Purdue faculty position in 2013.

"Making sure a child has a lifesaving vaccine could be an analogous case to the pond story," Rulli says. "In developing nations, emergency crises abound. There is always one more patient you can treat or one more critical function to complete. When and where is the limit for these doctors' duty to rescue?"

A better understanding could someday help shape guidelines or best practices for the doctors dedicated to this outreach.

On a daily basis, Rulli serves as a consultant on a variety of ethical questions at the world's largest research hospital at the National Institutes of Health. She works with other fellows who represent fields of science, public health, and law to answer questions and develop publications related to patient care and treatment.

"Doctors, lawyers, and others are indispensable resources for their empirical knowledge," she says. "Philosophers are not taking empirical facts for granted, but our job is to ask evaluative questions. While science can exhaustively search the observable world, moral values are not observable. Ethics is the study of these features of our world."

By Amy Patterson Neubert

A Scientific Conscience

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Ethics Are Always Evolving

Ethics in research goes beyond health and medicine. Ethics, from issues of plagiarism in literature to proper use of materials in design, is applicable to all areas of social science, humanities, and art. Related controversies may influence how research is conducted, professionals are licensed, and scholarship is published.

Archaeology has its own tarnished past including Colonial English archaeologists working in Egypt with practices that are considered unacceptable today.

“In my ‘Archaeology of Ancient Egypt’ course,” Buzon says, “I start with the 18th and 19th century ‘Egyptomania’ that came from Europeans stealing artifacts. Collectors would just go into Egypt and take them, and there was no idea that anyone should ask any locals whether they could just take them.”

“Because of this negative history, we still encounter that perception to some extent,” says Buzon, a bioarchaeologist who works in North Africa, not too far from where British archaeologist Howard Carter discovered King Tutankhamen’s tomb.

Today’s archaeologists invest time to secure acceptance and support from the local communities regarding excavations, as well as the way in which any revealed human remains or artifacts are handled.

At Buzon’s dig sites in the Sudan, she has found human remains that date to 1500 B.C. The locals, who are mostly Muslim, don’t express a cultural connection with this past civilization because its people were of ancient Nubian or Egyptian religions. Buzon works with local contacts to consult on the handling or storage of discovered human remains or artifacts, but a recurring issue for archaeologists worldwide is that many countries do not have secure locations or museums to house discoveries.

Whether gaining consent from a local population to explore its physical history or obtaining consent for shared research from underprivileged and privileged medical patients alike, scientists must today consider their pursuits in the light of ethics.

By Amy Patterson Neubert

The Tuskegee Institute (shown below) mass produced HeLa cells in the 1950s. The personal story of Lacks, as well as the research role her cells played, is chronicled in Rebecca Skloot’s book *The Immortal Life of Henrietta Lacks*, which was provided to every first-year Purdue student to read this year. Some Liberal Arts faculty incorporated the book in their class assignments. Photo courtesy of Library of Congress.





Jonathan Beever, a philosophy doctoral student, collaborated with a former graduate student to create Purdue's Lectures on Ethics, Policy and Science. Beever says more scientists are seeking the expertise of philosophers on ethical issues, and the series is an opportunity to connect across disciplines.

Photo by Mark Simons.

BEYOND THE LABORATORY

Just as technology for telecommunications, medicine, and engineering advances with time, so do the rules, guidelines, and codes that scientists rely on when pondering how a discovery or invention could improve or be detrimental to quality of life.

"There have always been social concerns for scientists," says Jonathan Beever, a philosophy doctoral student. "At first, professional codes of ethics were believed by scientists to be sufficient to maintain responsible and ethical research practice. But policymakers and funding organizations realized that wasn't always the case, so they developed responsible conduct of research programs. Now there is a third component — scientists need to think of ethical ramifications.

"A lot of ethical theorizing has been done as reactive to technological development, so we thought we could do something more proactive for the University and philosophy."

The "we" is Beever, who focuses on environmental ethics, along with his former graduate student colleague, Nicolae Morar, who specializes in ethics of biotechnologies and human enhancement as a University of Oregon faculty fellow. In 2006, they invested their enthusiasm and expertise to launch Purdue's Lecture Series on Ethics, Policy, and Science.

After six years of hard work and the support of faculty advisor Mark Bernstein, the Joyce and Edward E. Brewer Chair in Applied Ethics at Purdue, some of the nation's best-known experts have visited Purdue, lecturing on a diverse range of topics including ethics in public health, climate change, synthetic biology, nanotechnology, and animal issues.

"More scientists are turning to us for guidance in ethics," Beever says. Both he and Morar have been sought out by professors in education and biomedical engineering to teach or consult on such issues. "I see this project as supplementing what exists for ethical conduct in research."

There also is a possible business component to the lecture series. Beever is supported this year by a commercialization award from Purdue's Burton D. Morgan Center for Entrepreneurship. Beever is tasked with developing a model for ethics education that he envisions will become a hub for anyone interested in ethics. The majority of the series' presentations are audio and video recorded, and they are available online for instructors to use in class, and scholars and students to use in research.

Beever, who will receive his doctorate in May 2013, is training two graduate students from philosophy and political science with funding from Purdue's Global Policy Research Institute and the Office of the Provost to ensure that the series continues.

"How we use technology to affect the environment ultimately affects human well-being," he says. "For example, I think synthetic biology is a very interesting topic. What are the ethical and social ramifications if we find out that we have the ability to create — technologically — life? And what is life? Topics like this force us to consider a full range of social, political, and ethical implications to scientific innovation."

By Amy Patterson Neubert



Teaching with Style

As a costume designer, Joel Ebarb knows a lot about style. He also knows the vital importance of substance.

For Ebarb, chair of the Department of Theatre in the Patti and Rusty Rueff School of Visual and Performing Arts, substance is the key to success as a teacher — substance in the material presented and in the professor’s character. Without it, students immediately smell a fraud, he says, and they don’t like it. With it, they engage.

And it is clear that Ebarb is engaging. So much so that the University rewarded him in May 2011 with its highest teaching recognition, an Outstanding Undergraduate Teaching Award in memory of Charles B. Murphy.

“Professor Ebarb was always so lively and entertaining. You can see that he is passionate about his discipline. He never just lectured; he always interacted with the students,” says Silvia Son, a junior in mass communication who took his “History of Social Dress” course.

Ebarb set out to be a teacher during his undergraduate days in English at Northwestern State University of Louisiana. He came to Purdue in 1997 as manager of the costume shop and soon took on teaching duties. He teaches large classes like “Theater Appreciation,” which draws over 200 students. And he teaches small classes, like “Period Styles,” a graduate seminar. Regardless of the size of his audience, his approach is the same.

“I look at teaching a lecture as putting on a show,” says Ebarb, who on this day is dressed with flair and style in a beautifully fitted blue blazer, crisp dress shirt, and natty bow tie. “It can’t just be edu-tainment; you do have to keep the students’ attention. It’s like doing a play. A good teacher draws energy from the class.”

“Attending Professor Ebarb’s class means participating in a celebration of knowledge. It’s not a matter of watching him; it’s a total interaction,” says Katie Morrison, an art history major who studied with Ebarb. “He encourages thoughtful, laid-back, and often hilarious discussion. I kept my class notebook because of Professor Ebarb’s fantastic one-liners. But more importantly, he is genuinely interested in all his students and in all of our perspectives.”

By Linda Thomas Terhune. Photo by Mark Simons.



Designs by Green

More than 1.6 billion people live without electricity, with no way to refrigerate their food. That challenge inspired industrial design junior Zac Green to design a product with the potential to help people around the world.

“My design for the Vapor cooling canister is based on the pot-in-pot cooling system used in Northern Africa,” says Green, who developed the design for a class assignment in the Patti and Rusty Rueff School of Visual and Performing Arts. “I saw the pot-in-pot system years ago on the Internet and thought there had to be a better way.”

The assignment required the use of extruded aluminum to create something that solved a real-life problem. Green’s design earned him the Sustainability Award in the 2011 International Aluminum Extrusion Student Design Competition.

In Green’s design, the Vapor consists of an extruded aluminum canister inside a burlap bag. Food is placed inside the canister, which is sealed shut, and sand is poured inside the bag to fill the space between the canister and the burlap. Water is poured into the sand until completely soaked. In hot weather, as the water begins to evaporate the sand cools, simultaneously cooling the canister and its contents.

Green says the assignment illustrates the true value of industrial design. “It’s not always about designing the next big thing. It’s about taking things apart and putting them back together — doing it in a way that makes them better, helps people, and increases the usage value of that item.”

With an artist mother and a physics teacher father, it’s not surprising Green grew up with natural artistic ability and a love of science. When it came time for college, he first opted for pre-med at a small, private college. He was three years into his undergraduate degree when he discovered the world of industrial design and knew he had found his calling. He enrolled at Purdue the next semester.

“I love the blend of science and art,” he says. “There is so much math and science that can be applied to art. Nature is one of the best examples of this.”

In fall 2011, Green worked on two design projects for Delta Faucets and the International Housewares Association annual design competition. This summer, he will complete a required industrial design internship in anticipation of his 2013 graduation.

By Tammy Weaver-Stoike. Photo by Andrew Hancock.

A Slice of the Past

Every town has a landmark diner, movie theater, school, park, or other legendary spot that holds a place in the minds and memories of local citizens. The intersection of these local spaces and experiences fascinates graduate student Abby Stephens, who is orchestrating a local history project involving West Lafayette citizens.



The West Lafayette Memories Project spun out of an “Archival Theory and Practice” class that Stephens, an American Studies doctoral candidate, took in 2008. Each student identified a collection, organization, or location in the community to view as a place of living history. Stephens chose Bruno’s, a pizza restaurant a few blocks off campus, and archived co-owner Orlando Itin’s extensive collection of sports memorabilia on its walls.

Over the last three years, students in the class, team-taught by history professor Susan Curtis and English professor Kristina Bross, have expanded on the concept, archiving information related to the city’s fire department, Purdue’s public radio station, and West Lafayette City Hall. In August 2011, the project became more formalized when Stephens assumed the official title of graduate assistant for the West Lafayette Memories Project and opened an office at the city’s public library.

“We’re using this year to survey the community and see what’s out there, what the needs are, and determine what the residents want to see. Would they like a small museum with exhibits and research space? I’m surveying the community for the temperature for West Lafayette history,” Stephens says.

Local history does have an established home in the Tippecanoe County Historical Society, but Stephens hopes the Memories Project will create even more local interest among West Lafayette residents. By housing the project in the city’s library, residents can easily drop by to share their stories.

She also is being proactive. Her initial focus on Bruno’s expanded to other places connected to food. She polled vendors at the West Lafayette farmers market and arranged an oral history panel on local restaurants that brought community leaders together to share their memories.

Stephens says the goal of the project is to promote historical awareness and the sense of collective history of the community. Curtis and Bross plan to continue their course’s ties with the local community by focusing on the connections between campus and city histories.

“University scholars need the community to assemble meaningful historical materials and to make sense of them,” Curtis says. “This is an ideal example of engaged research — the co-creation of knowledge by a graduate student and by non-academic members of the community.”

By Linda Thomas Terhune. Photo of Itin and Stephens at Bruno’s by Mark Simons.



New School of Languages and Cultures

Learning a second language goes beyond mastering sentence structure, conjugating verbs, or studying a new orthography. Learning a new language means learning a new culture as well.

That recognition was among the motivations for the Department of Foreign Languages and Literatures to pursue a name change to the School of Languages and Cultures, which was recently approved by the Board of Trustees.

“‘Cultures’ is much more overarching than ‘literatures,’ because it covers linguistics, films, art, philosophy, and business, which are included in our curricula,” says Adrian Del Caro, professor and head of the school.

A few decades ago, students either majored in language or related literatures. Today, more than half of the school’s 250 undergraduate majors are majoring in linguistics. In addition, more than 900 students

are earning minors from the school, and many of these students represent programs across campus.

The school, which is home to the study of 12 languages, also offers course options in English for students who want to learn about cultures even if they don’t know the language. Students can study Latin American women writers, Italian cinema, or the classics. Classes on business practice and etiquette specific to cultures such as Arabic and Chinese are also popular.

“If students enroll in an English-speaking course about French or German culture, then perhaps they will become interested in learning the language,” says Del Caro.

Students such as Ryan Hoffman, Christina Dami Lee, and Bhimsupa Kulthanan (shown above), who are studying specific languages, also can benefit from language immersion programs. These students recently participated in Professor Becky Brown’s “French Culture Through Food” class, which included a week studying in Roanne, France.

By Amy Patterson Neubert. Photo by Becky Brown.

THE POLITICS OF WOMEN’S RIGHTS

Policies on violence against women, workplace equality, and family law vary tremendously across countries, and a new database — the first of its kind — will analyze changes in policies related to women’s rights in 70 countries from 1975 to 2005.

The project, funded by the National Science Foundation, is co-directed by S. Laurel Weldon, professor of political science and director of the new Center for Research on Diversity and Inclusion housed in the College of Liberal Arts.

“This database will be a rich resource based on a global analysis of case studies and field work that can help international groups, policy makers, and others better understand the politics of women’s rights,” says Weldon, who is an expert on gender and social policy, specifically policies on violence against women.

Weldon, who also is co-chair of the Faculty Leadership Council for Purdue’s Global Policy Research Institute, says it is essential that the

analyses produced for this project be shared broadly with policymakers and the public. Findings of the project have already been presented to the United Nations, and have also provided data and analysis for the World Bank’s 2012 World Development Report, which will focus on gender.

“Global analysis, where we study the different ways that the world’s societies and cultures organize themselves, is critical to understanding diversity and inclusion, and we won’t have successful global, political, or economic relations without adequate attention to matters of diversity and inclusion,” says Weldon.

“The impact of diversity and inclusion is broad, shaping economic development, scientific achievement, and social integration and innovation, to name but a few of the many areas of impact, so our new center has the potential to make a difference in people’s lives.”

By Amy Patterson Neubert. Photo by Mark Simons.





A Well-Paid Slave: Curt Flood's Fight for Free Agency in Professional Sports

Written by Brad Snyder
2007 Plume: New York, NY

Review by Brian C. Kelly, Associate Professor
of Sociology and Anthropology

On the heels of the civil rights movement, a star black athlete, compensated near the top of his profession, claimed on national television that he was treated as a slave.

Responding to Howard Cosell's assertion that star centerfielder Curt Flood's \$90,000 salary was hardly slave wages, Flood claimed, "A well-paid slave is nonetheless a slave." The remark encapsulated the beliefs and emotions informing Flood's decision to challenge Major League Baseball's labor system. *A Well-Paid Slave* describes Flood's battle against a labor system that he deemed unfair and unjust.

After the 1969 season, Flood was traded to Philadelphia by the St. Louis Cardinals.

Flood, a star for the Cardinals for over a decade, decided he would not go. He did not believe in MLB teams' right to determine where he could play and bristled at his inability to determine his own career path. At the time, baseball's "reserve clause" gave teams the right to indefinitely renew a player's contract once the player signed with that team. Players had no ability to seek employment with other teams, regardless of their service time, and teams had the right to exchange player contracts at will, essentially determining where a player could practice his profession.

In response to the trade, Flood sued baseball with a claim that the reserve clause violated antitrust laws and was unconstitutional on the basis of the 13th Amendment — America's prohibition against slavery. Flood, age 31, had just come off his seventh consecutive Gold Glove season in centerfield. To push the case forward, he needed to remain unsigned and postpone his playing career. He had years of baseball — and good salaries — ahead of him and stood to lose a great deal

by standing up for his principles. Undaunted, he moved forward with his case, receiving the backing of the players' union, whose representatives voted unanimously to support Flood after hearing his motivations.

While couched in the world of baseball, this book is fundamentally about labor rights, union politics, and legal history. Snyder, a lawyer, truly hits his stride in his narration of the case's path through the Supreme Court. He cleverly chronicles the intricacies of the union struggle for labor rights and the case's developments. At the same time, Snyder displays the saga's human side and its effects on Flood's life: he moved to Europe in despair over being unable to play. Despite ultimately losing the case in the Supreme Court in 1972 and being unable to revive his career, Flood's fight permanently changed the labor landscape in professional sports. It galvanized ballplayers in their push to revise the reserve clause, enabling the introduction of free agency in baseball in 1975 and eventually across all professional sports.

Photo by Andrew Hancock

ANDY MANER

BA 1991

Communication and Political Science



My Initials

I have lived and worked in the Washington, D.C., area for most of my career. The city is sometimes known as “20 square miles surrounded by reality” and occasionally conjures up negative images of indecision, bureaucracy, and stalemate. However, the reality is that most of the world’s great private sector companies operate here in some fashion and numerous government agencies here skillfully complete some of the most difficult missions in the world.

It is a city that remains thirsty for skilled graduates who bring confidence, global perspective, and a broad set of skills to their jobs. I remain fascinated by the evolution of the kinds of skills that these organizations require such as foreign language, political science, communications, and creative writing. To meet this change, graduates in liberal arts must couple their breadth and depth of skills and learning with specific personal experience using these skills and awareness of their strengths so that they can almost design/create/construct their own jobs and careers. Clearly, the days of the college diploma nearly guaranteeing a student a fruitful and rewarding career appear to be over. Today, it takes initiative, self-awareness, and a healthy dose of common sense.

With initiative, graduates will self-start and manage a job search in areas that both interest and continue to develop the individual. With self-awareness, they will gravitate to a job that uses the specific skills mastered in college while developing a personal development plan that will help find avenues to develop new skills over time. Finally, success demands a good old-fashioned dose of common sense. “Street smarts” that show a sense of interacting with the community using proper written, oral, and nonverbal skills are vital to differentiate a graduate from the pack.

Whether we are still in school, five years out, or even 50 years past graduation, we all must continue to evolve and teach ourselves new skills every year. There are millions of professionals around the globe gearing up to compete with our country and us as individuals. As Thomas Friedman discusses in his book *That Used to Be Us*, we need to return to the era of the skilled artisan who was so proud of his end product, whether a shoe, saddle, or clothing, that he actually branded his initials on his product.

In this new era, we all need to ask ourselves, “What will I put my initials on?”

Photo by Mark Simons

Andy Maner is chair of the 2011-12 CLA Dean’s Advisory Council and vice president, partner, and strategy and growth leader for IBM’s Global Business Services public sector practice.

1963

BRIAN LAMB (BA, Speech; HDR, Political Science, 1986) received the Lone Sailor Award, given to sea service veterans who have gone on to excellence in their civilian careers.

1966

FRED LASH (BA, History) was selected best actor in a recent Virginia Theatre Association One-Act Play competition in Richmond, Virginia, for *Heroes*, which was judged best play. He also received an Excellence in Acting award at the 2011 Southeast Theatre Conference One-Act Play Festival in Atlanta, Georgia.

1968

TED PRIEBE (BA, Speech) was appointed chairman of the advisory board and senior consultant for Farmer, Lumpe + McClelland Advertising Agency in Worthington, Ohio.

1969

MICHAEL A. MCCARNEY (BA, Political Science), associate broker at Coldwell Banker Residential Brokerage, was elected to a second term as a member of the board of directors of the Greater Northwest Indiana Association of Realtors.

1970

LAURA CORPUS (BA, French) was elected president of the Arc BRIDGES board of directors.

1971

DOROTHY LELAND (BA, English; MA 1973, American Studies; PhD 1978, Philosophy) has been appointed chancellor of the University of California, Merced.

DOREEN A. SIMMONS (BA, Political Science) is a partner at Hancock & Estabrook, LLP, and was named the 2011 Syracuse Environmental Lawyer of the Year by Best Lawyers.

1972

MAX D. KIME (BA, Philosophy) is the senior investment advisor at Goelzer Investment Management in Indianapolis, Indiana. He was named a 2011 Five-Star Wealth Manager for the Indianapolis market by *Indianapolis Monthly Magazine*.

JANE M. SHIELDS (BA, Political Science) was appointed to the board of directors of the Domestic Violence Center of Chester County in Glenmoore, Pennsylvania. She is an attorney at the law firm of MacElree Harvey.

1973

JANE BOSWELL (BA, MA 1977, Creative Arts) was honored at the Lafayette, Indiana, YWCA Salute to Women banquet for her "outstanding and inspirational" achievement in volunteer or professional roles, community involvement, and leadership/role modeling qualities.

1976

CLIFFORD L. SWOPE (BA, Sociology) was recognized as account executive of the year by USF Holland, Division of YRC Worldwide.

JEFF WASHBURN (BA, Journalism) received the Silver Medal Award from the Indiana Basketball Hall of Fame for commendable sports writing.

1977

ELAINE M. ENICK (BA, Communication) and her Arabian jumper, EVG Allon Dunit, won the Triple Jumper Championship at the Arabian Sport Horse Nationals.

JANE E. MOSS (MS, Liberal Arts) was named the 2010-11 Teacher of the Year for Richmond Community Schools.

1978

GREGORY A. COOK (BA, History) was promoted to vice president of commercial/international sales and marketing at The Braun Corp. in Winamac, Indiana.

1979

KAREN REUTHER (BA, Industrial Design) was appointed president of the Design Management Institute in Boston, Massachusetts.

1980

DANA E. (STEVENS) SCADUTO (BA, English) is Dickinson College's general counsel and has been appointed to a three-year term on the Legal Services Review Panel of the National Association of Independent Colleges and Universities (NAICU). She was also appointed as president-elect of the National Association of College and University Attorneys (NACUA) for fiscal 2011-12.

1981

MICHAEL GLAUSER (PhD, Organizational Communication) joined the Jon M. Huntsman School of Business at Utah State University as the executive director of entrepreneurial programs.

ANGIE KLINK (BA, Communication) published *Divided Paths, Common Ground: The Story of Mary Matthews and Lella Gaddis, Pioneering Purdue Women Who Introduced Science into the Home* with Purdue University Press.

SHARON MELLOR (BA, Communication) was appointed CEO of the Orthopaedic Research and Education Foundation in Rosemont, Illinois.

1982

GRETEL KULUPKA (BA, Fine Arts) was honored when her business, Gretel's Fine Gifts, was named small business of the month by Greater Lafayette Commerce of Lafayette, Indiana.

1984

WENDY J. HENRY (BA, Communication) joined Time Warner Cable's Southwest Ohio division as its senior director of sales in Mason, Ohio.

CHRISTOPHER MCGREW (BA, Political Science) was named the director of international programs and services at Indiana State University.

1985

TODD J. LEONARD (BA; MA 1987, History) was promoted to full professor at Fukuoka University of Education in Japan.

1986

EARL HESS (PhD, American Studies) published *Lincoln Memorial University and the Shaping of Appalachia*, with University of Tennessee Press.

TAMARA J. MADISON (BA, Foreign Languages and Literatures) is an English adjunct instructor at Hudson County Community College in Jersey City, New Jersey, where she teaches in academic foundations and, in her spare time, writes poetry.

1987

DENISE M. BOSTDORFF (PhD, Organizational Communication) is a professor of communication studies at The College of Wooster in Wooster, Ohio, and author of *Proclaiming the Truman Doctrine: The Cold War Call to Arms*, which received the Bruce E. Gronbeck Political Communication Research Award at the National Communication Association meeting in San Francisco.

Honoring Tomorrow's Leaders

The College of Liberal Arts honors three talented and driven young alumni each year as recipients of the Emerging Voice Award. This award was created to recognize recent graduates who are achieving their career goals, serving their communities, and representing the college's mission by shaping today's world while imagining a better one.

For a complete list of past recipients, and for information about nominating a Liberal Arts alumnus/alumna for the EVA, please visit www.cla.purdue.edu/alumni/awards/emergingvoice.



Brad Dancer

BA 1995, Communication
Senior Vice President, Research and Digital Media, National Geographic Channel
Washington, D.C.

When Brad Dancer started at Purdue, he told friends that he would someday make science films and end up at National Geographic. His career prediction proved to be dead-on.

Dancer joined National Geographic in 2000 as one of the first 10 employees in the newly launched National Geographic Channel (NGC).

As the company's senior vice president for research and digital media, he leads research in support of the network's program development and strategy, scheduling, ad sales, consumer, and promotion. He also spearheads digital media operations.

"Liberal arts is thinking," Dancer says. "It's creating, and this is a world where information is no longer power — information is a commodity. It requires intelligence, critical thinking, and creativity to use the information available to everyone in new ways."



Delita Martin

MFA 2009, Creative Arts
Owner/Master Printer, Black Box Press
Adjunct Professor, University of Arkansas at Little Rock
Little Rock, Arkansas

Delita Martin credits a liberal arts degree with providing her a broad foundation of knowledge to "enable discourse, challenge the status quo, and develop innovative alternatives." Just the life preparation she needed as an artist.

Martin, who is now an adjunct professor at the University of Arkansas at Little Rock and the owner and founding director of Black Box Press, the only open printmaking facility in Arkansas, credits Purdue's Creative Arts program with giving her a way to explore her boundaries as an artist.

"The education I received provided a background in the rigor of artistic research and printmaking methodology that helped in understanding how to provide solutions and answers based on past success and failure," she says.



Jennifer Ping

BA 1995, History
Principal, Bose Public Affairs Group, LLC
Principal, Bose Government Strategies
Indianapolis, Indiana

Jennifer Ping draws on her liberal arts education daily in her work lobbying for clients' legislative, regulatory, procurement, political, and communication interests. Intrigued by history and politics, she especially recalls her "Constitutional Law" course at Purdue, with its discussions and debates about Supreme Court decisions.

"Participation in discussions over current or past events, social issues, and women's studies helped to formulate who I am today," she says.

Such discussions aren't merely the stuff of Ping's workday. As vice chair of Indiana's Marion County Republican Central Committee and vice chair of the 7th Indiana Congressional District for the Indiana State Republican Party, she keeps busy in her off-hours as well.

THARON W. HOWARD (MA; PhD 1992, English) received the Jay R. Gould Award for Excellence in Teaching Technical Communication from the Society for Technical Communication.

1 9 8 8

J. ANDREW CASSANO (BA, Theatre) has been appointed as administrative director of the Zoellner Arts Center at Lehigh University in Bethlehem, Pennsylvania.

MATTHEW L. SIEGEL (BA, Communication) was appointed vice president of sales and marketing at Club Champion LLC in Highland Park, Illinois.

1 9 8 9

DAVID C. ARNOLD (BA, European History) was promoted to the rank of colonel in the U.S. Air Force and assigned to the Pentagon.

DONALD F. KERBER (BA, Political Science) was named the North Region sales manager of GE Inspection Services in Lewistown, Pennsylvania.

1 9 9 0

PATRICK BOLAND (BA, European History) retired from the Army to Arizona after 21 years on active duty as a military intelligence officer. He received the Knowlton Award for Outstanding Contributions to the United States Army Military Intelligence Corps.

HENRY HUGHES (MA, Creative Writing; PhD 2002, English) was chosen as a finalist for the 2011 Oregon Book Award for his second collection of poems, *Moist Meridian*.

KENDA RESLER-FRIEND (BA, Communication) has been named DHT communications leader with Dow AgroSciences LLC in Indianapolis, Indiana.

1 9 9 1

COLLEEN MORTON BUSCH (BA, Foreign Languages and Literatures) published her first book, *Fire Monks: Zen Mind Meets Wildfire at the Gates of Tassajara*.

JAMES GITZLAND (BA, Philosophy) is the senior litigating attorney for CNA Financial in Chicago, Illinois.

DEE ANNA McPHERSON (BA, Public Relations) has been promoted to vice president of communications at Yammer Inc. in San Francisco, California.

1 9 9 2

KEITH MATUNE (BA, Political Science) was elected to the Community High School District 99 Board of Education in Downers Grove, Illinois.

1 9 9 3

ROBERT J. BEESON (BS, Economics) is principal/senior network engineer with BayF1 Technologies in Alameda, California.

JO ALICE BLONDIN (BA, English) was selected as a 2011 Woman of Distinction by the Girl Scouts – Diamonds of Arkansas, Oklahoma and Texas. She was also selected as a board member for the Women's Foundation of Arkansas.

CHRISTOPHER KAUFFMAN (BA, Spanish) is an attending physician at the Crozer-Chester Center in Upland, Pennsylvania.

1 9 9 4

AMY BEAR (BA, Political Science) is the vice president of development at VSA Indiana in Indianapolis, Indiana.

MARIANE L. DORRIS (BA, Political Science; MA 1996, Organizational Communication) was selected for the 2011 Florida Rising Stars.

1 9 9 5

STEPHEN M. CALIENDO (MA; PhD 1998, Political Science) received the 2011 award for Outstanding Faculty Scholarship for his professional development in the past year as a professor at North Central College in Naperville, Illinois.

BRENT GOODMAN (MFA, Creative Writing) was a finalist for the 2010 Lambda Literary Award and a Thom Gunn Award from the Publisher's Triangle for his first book, *The Brother Swimming Beneath Me*.

TROY HARRIS (BA, Sociology) received the 2010 West Lafayette Police Officer of the Year award.

ELIZABETH A. MILES (BA; PhD 1999, English) is an associate professor and chair of the Writing and Rhetoric Department in the College of Arts and Sciences at the University of Rhode Island. She was the winner of the 2010 Teaching Excellence Award.

1 9 9 6

TED W. BUMBLEBURG (BA, Physical Education Recreation), superintendent of Lafayette Parks, was honored as professional of the year by the Indiana Parks and Recreation Association. He is the past president of the CLA Alumni Board.

HEATHER C. GIVANS (BA, Fine Arts) opened her shop, Crimson Tate: Modern Quilter, in Indianapolis, Indiana.

1 9 9 7

DYLAN CERNITZ (BA, Political Science) is an associate at the Portland, Oregon-based family law firm Gevurtz Menashe and was included on the 2011 Oregon Super Lawyers list as a "Rising Star."

NANCY LATTA (PhD, History) retired from her position as associate director of publications and history instructor at Indiana State University.

ANGELA L. PING (BA, Communication) joined Roper St. Francis Foundation as director of major gifts for Roper St. Francis Healthcare in Charleston, South Carolina.

1 9 9 8

ANDREW R. SCOTT (BA, Creative Writing) published his first short story collection, *Naked Summer* (Press 53).

1 9 9 9

KEVIN L. NOELL (BA, Communication) was appointed to serve on the board for the Lee County Boys & Girls Club in Florida.

STEPHANIE WHITE (BA, Communication) was named assistant coach of the Indiana Fever women's basketball team.

Are you a fan of Liberal Arts at Purdue on **FACEBOOK**? Join today to receive updates about faculty research, student activities, and special events.

Be **LINKED IN** to the College of Liberal Arts! Join the CLA group on LinkedIn and connect with fellow alumni and students to discuss jobs, internships, and careers.

2000

MELISSA A. BENEFIEL (MS, Sociology) is a grant writer/fundraiser at Purdue University North Central.

MARTHA LEE BRACKEN (BA, English) was appointed as the executive vice-president of Associated Builders and Contractors of Indiana.

SCOTT REMSBERG (BA, Communication) is past president of the Purdue Alumni Club of Upstate South Carolina, where he was the club president for five years.

2001

ISMAEL De JESUS JR (BA, Communication) was appointed as senior safety training specialist at Safety Training and Tracing in Whiting, Indiana.

LAURA M. EDWARDS (BA, History) was appointed senior director of development for the School of Mechanical Engineering at Purdue University.

2002

KATE BOUSUM (BA, Communication) was promoted to director of advancement for Child's Voice in Chicago, Illinois.

SCOTT GRAVES (BA, Communication) was promoted to head coach of Lafayette Jefferson High School volleyball in Lafayette, Indiana.

RESA B. HODNETT (BA, Communication) was hired as membership program manager at Greater Lafayette Commerce in Indiana.

ANDRIJA SAMARDZICH (BA, English) joined Williams Kastner as an associate in the Portland, Oregon, office.

2003

KATHERINE M. GIBSON (BA, Theatre) was given a Gracie Award from the Alliance for Women in Media, winning in the category of Outstanding PSA. She produced the winning piece for Oprah Winfrey's "No Phone Zone."

AARON MICHAEL MORALES (MFA, Creative Writing) was honored with his first novel, *Drowning Tucson*, being chosen as a Top Five Fiction Debut of 2010 by *Poets & Writers*. It was also a *Chicago Tribune* "notable book."

MICHELLE O'MALLEY (BA, English) has been named audience marketing director at Business Insurance in Chicago, Illinois.

LAUREN C. REISING (BA, Communication) accepted a position at the Illinois Institute of Technology as the manager of development and alumni communications in Chicago, Illinois.

2004

CAREN E. SHORT (BA, Political Science) joined the Southern Poverty Law Center as a staff attorney in the Alabama office.

2005

SARAH GREEN (MFA, Creative Writing) published her first poetry chapbook, *Temporary Housing*.

VICKY ORTIZ (BA; MA 2007, Communication) received the Outstanding Latino Student Award by Purdue's Latino Faculty and Staff Association.

MARI GALLAS PLIKUHN (BA; PhD 2010, Sociology) accepted a position as an assistant professor of sociology at the University of Evansville.



COME HOME TO PURDUE

The Boilermakers will face the Wisconsin Badgers for Homecoming 2012 on Oct. 13. Before you come to the Liberal Arts tent on Purdue Mall, take a short walk to Yue-Kong Pao Hall to experience "Sidewinder," a unique outdoor sculpture made from hundreds of woven willow and red maple saplings.

Visitors to this 15-foot-high sculpture can walk through its maze-like interior. "Sidewinder" was created by visiting artist Patrick Dougherty, who worked with 30 students in fine arts and horticulture. The project was made possible by the Florence H. Lonsford Fund in the College of Liberal Arts and the Bookwalter Fund in the College of Agriculture. "Sidewinder" was inspired by the serpentine forms built in the Midwest by ancient Indians.

Photo by Mark Simons.



Watch highlights of the making of the "Sidewinder" sculpture.

<http://www.youtube.com/watch?v=FMN2lHrppUQ>

Distinguished Alumni

For more than 25 years, the College of Liberal Arts has recognized the outstanding achievements of its graduates through the Distinguished Alumni Awards program. Recipients of this award have made significant contributions to society, and their accomplishments, affiliations, and careers honor the legacy of excellence at Purdue University and the College of Liberal Arts.



THOMAS CHRISTOPOUL
MA 1988, Organizational Communication

Thomas Christopoul brings more than 20 years of executive management experience at international public and private growth companies to his current role as operating partner at Falconhead Capital LLC, a private investment firm in New York City.

Among Christopoul's previous positions are chairman and chief executive officer of the Marketing Services Division of Cendant Corp. Before retiring from that company in the fall of 2005, he led the strategic divestment of the division (now Affinion Group Holdings) in a sale to private equity firm Apollo Management LP for proceeds in excess of \$1.8 billion. He also worked as chairman and chief executive officer of the Financial Services Division of Cendant and was director of Labor Relations for Nabisco Brands Inc.

He is an active venture capital investor through Somerset Shore Associates Inc., a private investment company he founded in 2006, and has served on a variety of boards, ranging from the September 11th Children's Fund to Rutgers University.



JON HOLSTINE
BS 1959, Political Science

The Honorable Jon Holstine's career in public affairs has included service to academia and government, both at home and abroad. After completing a doctorate in history at Indiana University, he taught U.S. and Asian history at Russell Sage College in New York and Thiel College in Pennsylvania. He also has taught in an adjunct capacity at numerous other institutions.

Holstine served as a professional staff member on the House International Relations Committee, headed the Asia Bureau at the Agency for International Development, taught at the National War College, and was an investigator with the Senate Select Committee on POW/MIA Affairs. He also served as a special advisor to the National Council of the Slovak Republic in Bratislava, Slovakia. He is president of Holstine and Associates Inc., a consulting and marketing firm. He has twice been honored for service by the National League of Families of Prisoners and Missing in Southeast Asia.



CHERYL PEARSON-McNEIL

BA 1984, Communication

In 2011, the *Chicago Tribune* profiled Cheryl Pearson-McNeil as a “Remarkable Person,” a moniker derived from her work both in the office and beyond. As senior vice president of public affairs and government relations for Nielsen, a global leader in analytics about what consumers watch and buy, she is responsible for widening the scope of the company’s government, community, and corporate social responsibility programs. She also oversees the company’s philanthropic commitment to multicultural communities and leads its multimillion-dollar diversity advertising strategy and external African American Advisory Council.

Pearson-McNeil writes a humorous and informational, biweekly consumer-oriented column that showcases the \$967 billion buying power of the African American consumer. The column appears in more than 200 African American newspapers across the country. She was also responsible for the development of “The State of the African American Consumer Report,” Nielsen’s first comprehensive compilation of trends and insights of a multicultural demographic group, created in collaboration with the National Newspaper Publishers Association.



MARJORIE RANDOLPH

BS 1966, Political Science

Over the course of her career, Marjorie Randolph drew on her legal education during her work in human resources, most recently as senior vice president for human resources and administration for Walt Disney Studios, a post she held for 15 years. Prior to her work with Disney, she was senior vice president and general counsel of Mervyn’s, the California-based department store chain. During her tenure, she was responsible for risk management and human resources.

Randolph entered law school as a night student at a time when women in law school were a bit of a novelty. She received her degree from Golden Gate University in 1977. She is a member of the National Advisory Panel of Stanford University’s Institute for Research on Women and Gender and is a board member of the Western Justice Center Foundation and California Trout, an environmental organization. She is president of the Board of Trustees of Berkeley Repertory Theatre. She is also a past president of California Women Lawyers.



RICK SMITH

BA 1992, Sociology

Building on a career as a strong safety and defensive captain for the Boilermakers, Rick Smith moved to football management as a defensive backs coach at Purdue and then Texas Christian University. He has continued to blend his football and people skills on a tough playing field — the gridiron. As general manager of the Houston Texans since 2008, he oversees the club’s football operations, including the annual college draft.

Previously with the Denver Broncos, Smith was responsible for evaluating players from around the NFL as well as those in the Arena Football League and other professional leagues. He also was one of the Broncos’ primary negotiators for player contracts. Before moving into the front office, Smith spent four years as the Broncos’ assistant defensive backs coach and earned two Super Bowl rings.

Smith was appointed to the NFL’s prestigious eight-man Competition Committee in 2008 and was honored with the 2008 Tank Younger Award for outstanding work in an NFL front office.

Visit www.cla.purdue.edu/alumni/awards for more information about the 2012 Distinguished Alumni or to nominate a Liberal Arts alumnus/alumna for next year’s awards.

MICHAEL S. RHINEHART (BA, English) joined the law firm Quarles & Brady LLP in the Commercial Litigation Group.

2 0 0 6

ANTHONY BLACKBURN (BA, History) was named a captain in the U.S. Army.

JENNA L. HAGUE (BA, Communication) was named manager of eRevenue at the American Cancer Society in Chicago, Illinois.

2 0 0 7

LAURA DONNELLY (MFA, Creative Writing) completed *Nocturne: Schumann's Letters*, published by Finishing Line Press.

JACQUELINE F. HILLS (BA, Communication) is now senior assistant director of environment change communication in Purdue's Office of Admissions.

KATRINA T. MASON (BA, Sociology) was appointed as a consultant at Kaiser Associates in Washington, D.C.

GRETCHEN S. PRATT (MFA, Creative Writing) had her poem, "To my father on the anniversary of his death," appear in *Best American Poetry 2011*.

JEFFREY T. WEBB (BA, Sociology) was awarded the Silver Merit Award during a special Lafayette Police Civil Service Commission meeting at City Hall for his heroic efforts assisting the rescue of two teenagers from a flooding storm drain in Indiana.

2 0 0 8

ALEX DORSEY (BA, Fine Arts) is a visual designer for the Spectrem Group in Lake Forest, Illinois.

SARAH K. GOMEZ (BA, Communication) is coordinator of client services database administration in the Chicago White Sox front office in Chicago, Illinois.

SEAN SCOTT (PhD, History) published *A Visitation of God: Northern Civilians Interpret the Civil War*, Oxford Press.

GARET TURNER (BA, Political Science) is associate director of regional programs for Trust of the National Mall in Washington, D.C.

2 0 0 9

TYLER JOHNSON (PhD, History) accepted a position as associate professor of history at Philadelphia Biblical University in Langhorne, Pennsylvania.

MEHDI OKASI (MFA, Creative Writing) won the \$10,000 Life Career Short Story Award from the National Society of Arts and Letters. In 2011-12 he will be a Djerassi Fiction Fellow at the Wisconsin Institute for Creative Writing.

BRIAN SCHEETS (BA, Political Science) is the recruiter onward director for Onward Healthcare in Cherry Hill, New Jersey.

RAFAEL SMITH (BA, Industrial Design) designed Über Shelter, an emergency shelter for victims of natural disasters and military conflicts. His invention was first tested in Haiti in early 2011 after the devastating earthquake of January 2010.

2 0 1 0

MORGAN L. APPLGATE (BA, Sociology) joined Rudolph, Fine, Porter & Johnson, LLP as a paralegal in the litigation department in Peru, Indiana.

LEAH HARMON (BA, Communication) is production coordinator for Taillight TV in Nashville, Tennessee.

JULIE HENSON (BA, Sociology) was named the ReadUp Volunteer Coordinator for United Way of Central Indiana in Indianapolis, Indiana.

RONALD JOHNSON (PhD, History) accepted an assistant professor of history position at Texas State University in San Marcos, Texas.

ERICA LANGE (BA, Communication) is assistant account executive for GolinHarris in Chicago, Illinois.

DAVID M. RYAN (BA, History) was appointed as a surface warfare officer in the United States Navy in Hawaii.

ASHLEY SCOTT (BA, Communication) became assistant director of admissions at Purdue University.

GARRETT WASHINGTON (PhD, History) was appointed a Mellon postdoctoral fellow and visiting assistant professor at Oberlin College in Oberlin, Ohio, and Case Western Reserve University in Cleveland, Ohio.

2 0 1 1

EMILY BIANG (BA, Communication) is the interim resource and information specialist for the United Way of Lake County in Chicago, Illinois.

MARIO CHARD (MFA, Creative Writing) received the Wallace Stegner Fellowship from Stanford University's creative writing program.

ANDREW CLEMENSON (BA, Industrial Design) won a Golden Award, the top prize in the "Nanjing Innovation Design Competition," for his design of a rescue breather to help anyone who is not trained with CPR. His design also won a bronze award in the Industrial Designers Society of America IDEA competition.

SARAH J. DOOLEY (BA, Spanish) is a managed print services consultant for Genesis Technologies in Northbrook, Illinois.

STEVEN FILIE (BA, History) is a social studies teacher at Arlington High School in Indianapolis, Indiana.

JESSICA D. HELMER (BA, Art History) is an administrative assistant at All Tech Decorating Company in Romeoville, Illinois.

STEVEN MILLS (PhD, Spanish Literature) is an assistant professor of Spanish at Buena Vista University in Storm Lake, Iowa.

KATHERINE A. WHATLEY (BA, Communication) is president/CEO of NexGenPR Inc. in Ossian, Indiana.

MOVED? NEW CAREER? NEW NAME? To update your information with the College of Liberal Arts or to submit personal or professional accomplishments for this section of *THiNK Magazine*, go to www.cla.purdue.edu/alumni and click on Alumni Information Update.

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DISTINGUISH *yourself*

It's what you do with a degree from the College of Liberal Arts. *Distinguish yourself* embodies the college's promise of a liberal and practical education at a world-renowned research university that empowers students and alumni to change their world.

Distinguish yourself makes a statement and challenges faculty, staff, and students to attain new heights.

Brenda Sanchez, a high school student from Indianapolis, records sounds produced by ants moving in the grass as part of the 2011 Images of Nature Summer Program sponsored by the National Science Foundation and the College of Liberal Arts. During the weeklong program for high school students, these future first-generation college students learned about soundscapes and acoustic ecology concepts.

Photo by Mark Simons.

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